

CITY OF EDMONDS

ECONOMIC DEVELOPMENT COMMISSION

September 15, 2010

The Economic Development Commission meeting was called to order at 6:00 p.m. by Chair Frank Yamamoto in the Brackett Room, 121 5th Avenue North, Edmonds.

COMMISSIONERS PRESENT

Bruce Faires
Stacy Gardea
Don Hall
Darrol Haug
Betty Larman
Beatrice O'Rourke
Evan Pierce
David Schaefer
Rich Senderoff
Kerry St. Clair Ayers
Bruce Witenberg
Frank Yamamoto
Marianne Zagorski

COMMISSIONERS ABSENT

Mary Monfort
Rob VanTassell
Rebecca Wolfe

PLANNING BOARD LIAISON

Kristiana Johnson

ELECTED OFFICIALS PRESENT

Councilmember Diane Buckshnis
Councilmember Strom Peterson

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Cindi Cruz, Executive Assistant
Frances Chapin, Cultural Services Manager
Jeannie Dines, Recorder

PUBLIC PRESENT

Ron Wambolt
Jeanne Blair

1. INTRODUCTION AND COMMENTS BY CHAIR – NONE

3. APPROVAL OF ECONOMIC DEVELOPMENT COMMISSION MINUTES OF AUGUST 18, 2010

COMMISSIONER ZAGORSKI MOVED, SECONDED BY COMMISSIONER O'ROURKE, TO APPROVE THE ECONOMIC DEVELOPMENT COMMISSION MINUTES OF AUGUST 18, 2010. MOTION CARRIED UNANIMOUSLY.

2. AMENDMENTS TO AGENDA

Chair Yamamoto requested Item 6, Community Outreach, be moved up on the agenda.

6. COMMUNITY OUTREACH

Commissioner St. Clair-Ayers explained the Citizens Technology Advisory Committee (CTAC) did an outreach to Councilmembers prior to their presentation to the Council to answer questions. Several members realized a similar outreach would be helpful to inform the community about the EDC's work. She envisioned standard talking points would be developed for making presentations. She referred to a list of committees, organizations, service clubs, etc. and Commissioners, staff and Councilmembers agreed to contact groups as follows:

Organization	Commissioner/Staff/Councilmember
ACE	Pierce, Haug, Buckshnis
Arts Commission	
Arts Festival Foundation	
Backyard Habitat	Senderoff
Cascade Bicycle	Yamamoto
Cemetery Board	O'Rourke
Council Community Services/Development Services	
Council Finance	
Council Public Safety	
CTAC	Haug
DEMA/Chamber	Yamamoto
Dog Parks	Buckshnis
Edmonds Bicycle Advocacy Group	Larman
Edmonds Center for the Arts/PFD	
Edmonds Community College	
Edmonds in Bloom	Larman
Floretum Garden	Larman
Friends of Edmonds Library	Zagorski, Gardea
Friends of Marsh	Senderoff
Historic Preservation Commission	
Historical Society	Larman
Hospital Health District	Yamamoto, Clifton
Hwy 99 Task Force	Witenberg
Imagine Edmonds	Schaefer
Library Board	
Neighborhoods	TBD
Parking Committee	Gardea
Planning Board	Johnson, Gardea
Port	Zagorski, Faires
PSRC	Schaefer
School Board	Schaefer, Yamamoto
SeaShore	Buckshnis
Senior Center	Buckshnis, Haug
Service Clubs	
Sister City Commission	
Snohomish County Tomorrow	
SnoKing Athletic	Yamamoto
Sustainable Edmonds	Chave, Senderoff
Transportation	Johnson, Gardea
WRIA 8	Buckshnis, Faires

Commissioner St. Clair-Ayers summarized the goal is for someone to make contact with the organization within the next month to determine if they are interested in further information and/or a presentation from the EDC.

Commissioner Zagorski advised the Port would like to make a presentation to the EDC regarding redevelopment of Harbor Square.

4. REPORT FROM SUBGROUPS

a. Land Use

Community Services/Economic Development Director Clifton reported Planning Manager Rob Chave and he worked with the University of Washington to prepare a contract which has been reviewed by the City Attorney Scott Snyder and the UW attorneys. The contract will be executed shortly and the UW students are prepared to begin their work in a few weeks. Funding has been appropriated by the Council for the main project as well as for the marketing study.

b. Strategic Planning and Vision (article)

Cultural Services Manager Frances Chapin reported Mr. Clifton and she are working on a Request for Qualifications (RFQ) for a consultant to prepare a Strategic Plan. The RFQ will be presented to the Commission for review at a future meeting. Mr. Clifton advised a decision package was prepared for the 2011 budget in the amount of \$100,000 and it was mentioned during department presentations at the Council's budget workshop. It is unknown whether Mayor Cooper will include the decision package in the preliminary budget and/or whether the Council will include it in the final 2011 budget.

Commissioner Senderoff inquired about Imagine Edmonds' visioning effort. Mr. Clifton reported Imagine Edmonds is holding a meeting with stakeholders on October 2 to discuss how to move forward. The EDC may be able to use some of the discussion/information from the October 2 meeting to formulate the vision portion of the strategic planning exercise.

c. Technology

Commissioner Haug reported on CTAC's presentation to the Council, advising the Council approved the resolution with minor changes that give more latitude to the CTAC's activities. He and Commissioner Witenberg are meeting with Mr. Clifton, Finance Director Lorenzo Hines and CIO Carl Nelson tomorrow to discuss next steps related to new customers. He expressed his thanks to the subcommittees for their efforts.

Mr. Clifton commented the most positive outcome of the CTAC presentation to City Council was providing the history of fiber initiative since 2005 and the summary of how money has been spent, savings to date and future revenue opportunities. Mr. Haug commented the summary created a common message that was circulated many places including on MyEdmondsNews.com. The key was briefing Councilmembers one-on-one prior to the presentation.

d. Tourism

Chair Yamamoto commented on the need to restructure committees to address different issues. He invited Commissioner to assist the Tourism Subgroup such as inventorying assets, parks, sports fields, tennis courts, what can be used currently and what improvements are necessary. He envisioned recreation as a way to attract tourists and once more people were visiting Edmonds, the city could attract a hotel. He also commented on the opportunity for partnerships with local organizations, grants, etc.

Planning Board Member Kristina Johnson pointed out the Edmonds Parks Comprehensive Plan includes an inventory. Chair Yamamoto explained his plan was to physically visit each location to assess the condition, what facilities are available, necessary improvements, etc. Councilmember Buckshnis referred to the field pavilion in Milwaukie, Oregon, that attracted hotels.

Commissioner Zagorski suggested the EDC recommend to the Council that revenue from the fiber optics be dedicated to economic development. A dedicated revenue source would allow planning for improvements such

as sports fields. Mr. Clifton advised the savings/revenue from fiber optics total approximately \$87,000/year with savings greater than revenue at this time.

5A. GREEN BUSINESS PARTNERS PROGRAM

Commissioner Senderoff provided a PowerPoint presentation regarding the Green Partners program, a concept that he, Jeannie Blair and Rebecca Wolfe developed. They are seeking assistance with implementing the program. He explained the program was inspired by programs that have been successful and are expanding throughout California, specifically a program in Santa Monica. The Green Businesses Partner program was drafted to reflect the needs of the Edmonds community. The Green Partners program would provide:

- A voluntary framework for businesses in our community to assess their sustainability
- Acknowledgement for those that are already developing sustainable business practices
- An incentive for those that are new to sustainability and don't realize how easy it can be

He described Shoreline's Green Business Program that was created to assist businesses in Shoreline to operate in an environmentally efficient manner, and to recognize and promote businesses that meet environmental compliance and conservation criteria. Shoreline's program was made possible through a partnership between King County the Shoreline Chamber of Commerce and the City of Shoreline and administered with the help of Shoreline Solar Project. To recognize achievements, businesses receive a certificate of recognition, window stickers for the business location and use of the Shoreline Green Business logo on any promotional materials, which he also envisioned for Edmonds program.

He circulated a checklist that would be used to identify businesses as Green Partners. The intent would a phased approach that would first target restaurants, bars, groceries, retail stores, business offices, light industrial and hotel/motels. If the first phase was successful, the second phase would target schools and community centers and the third phase would target homes. He described how the program would operate: checklists and worksheets would be filled out and submitted to the Sustainable Works program volunteers for review and scoring. Businesses pay a nominal admission fee to cover program expenses. The business receives an onsite consultation/audit from a Sustainable Works volunteer. The business is granted their "GREEN" score and receives recognition as appropriate.

Benefits of participating in the program include receipt of an official window decal indicating certification in the program, the business' sustainable businesses score is posted on the program website, and the business could be featured in city communications. A City of Edmonds Green Partner Platinum member could receive special recognition.

Critical program sponsors include Sustainable Edmonds, City of Edmonds/EDC and Edmonds Chamber of Commerce/DEMA. He identified program management support roles (volunteer-based project manager, pilot coordinator, audit process lead and community outreach manager) and their responsibilities. He reviewed costs, explaining businesses would be responsible for covering the cost of any improvements and would pay an administrative fee/donation to cover costs of the program. The City would provide occasional marketing support and leadership. The Program office would provide access to a computer for tracking, website hosting and community volunteers.

He explained the checklists are nearly complete. Next steps include expanding the program development team to include Chamber of Commerce, EDC, Sustainable Edmonds and others. He encouraged Commissioners to get involved by talking to businesses to gauge their interest in being a pilot or early adopter and/or contact the program team about volunteer opportunities.

Discussion followed regarding PUD's energy efficiency program, requiring new construction/redevelopment be sustainable, connection between the program and economic development, need for assistance to approach

businesses, and how Shoreline and Santa Monica present the program to businesses. Commissioner Zagorski suggested approaching the Port as a member.

5B. CLIMATE SOLUTIONS NEW ENERGIES CITIES

Councilmember Peterson distributed New Energy Cities (NEC) Frequently Asked Questions. He explained the Council discussed and approved partnering with Climate Solutions as a NEC but later reconsidered the decision due to questions regarding funding. Climate Solutions is an environmental organization; their latest program is NEC in which they work with Northwest cities and counties to accelerate the transition to a clean, renewable, super-efficient energy system with a comprehensive approach that integrates smart power grids, green intelligent buildings, plug-in vehicles, and renewable power sources. Participants include Jackson Hole, Wyoming, and cities counties throughout Washington, Montana and Oregon including Thurston County and the City of Spokane.

The proposal is a \$15,000 contract for NEC to provide a 1½ day workshop where stakeholders will develop an approach specific to Edmonds. He noted one of reasons Climate Solutions approached Edmonds was Sustainable Edmonds and they envision Edmonds as a model for other residential cities to promote clean energy. From the workshop, NEC would develop a specific 20-year action plan. The plan would begin with a 6 month intensive community outreach, then an 18-month program to identify financing. He emphasized this is a partnerships between government and private sector.

The \$15,000 cost for this work is a bargain; he estimated a similar effort by a consultant would cost \$40,000-\$45,000. Mayor Cooper is a proponent of Climate Solutions and has identified funding from unexpended resources due to vacant positions. Climate Solutions is able to provide this workshop for a much lower cost because they are a non-profit organization with outside funding sources. Climate Solutions will also support the City after the workshop. Climate Solutions recently assisted Edmonds, Marysville and Snohomish County in applying for a \$500,000 federal grant.

The NEC program assists with economic development because it generates jobs and enables partnership with other cities. He referred to the Governor's electrification of the I-5 corridor (installing electric vehicle charging stations along the I-5 corridor via federal funds). Councilmember Peterson summarized he was seeking the EDC's endorsement of Edmonds' participation in the NEC program.

Discussion followed regarding sustainability as part of the Strategic Plan, action plan for sustainability as a result of the workshop that will assist with the Strategic Plan, information provided for a \$15,000 investment, opportunities that would be lost if the City waits for a Strategic Plan to be developed, considering potential negatives to the community of green energy during the NEC process such as the windmills along I-90 near Ellensburg, and potential partnership with Edmonds Community College's Sustainable Practices program.

COMMISSIONER ZAGORSKI MOVED THAT THE EDMONDS ECONOMIC DEVELOPMENT COMMISSION ENDORSE IMPLEMENTATION OF THE NEW ENERGY CITIES PROGRAM IN THE CITY OF EDMONDS AND REQUEST THE COUNCIL SUPPORT THE PROGRAM. COMMISSIONER O'ROURKE SECONDED THE MOTION.

A brief discussion followed regarding some Commissioners' desire to learn more about the program before endorsing the City's participation and other cities involved in the NEC program. Councilmember Peterson advised further information was available at ClimateSolutions.org.

MOTION CARRIED UNANIMOUSLY.

7. DISCUSSION ON EXTENSION OF SUNSET DATE FOR COMMISSION

Councilmember Buckshnis reported an ordinance to extend the EDC for one year to December 31, 2011 will be on the Council's September 21 agenda. Discussion followed regarding the need to provide periodic updates to the Council on the EDC's work.

8. FUTURE AGENDA TOPICS

The following topics were identified:

- Mayor Cooper to share his ideas regarding economic development with the EDC
- Talking points for community outreach
- Work Plan for next year (if the Council approves the extension of the EDC)

Ms. Chapin suggested a presentation that Mr. Clifton provided at the South County Chamber luncheon regarding economic development be used as the basis for the community outreach talking points.

Mr. Witenberg reported an amendment may be proposed to the Highway 99/Medical Activity Center Comprehensive Plan designation. He suggested the EDC monitor that effort to ensure economic development occurs in an intelligent manner that has the least impact on the existing neighborhoods.

9. MISCELLANEOUS

Ms. Chapin reported Transportation Engineer Bertrand Hauss and she applied for two PSRC grants. Edmonds was awarded both grants; \$289,000 to extend custom lighting in the International District and \$725,000 to redo the sidewalks and lighting and add art elements between 5th and 6th on Main Street.

Mr. Clifton reported Bill the Butcher is opening in October at the corner of 4th & Main. Chair Yamamoto reported there are plans to paint the entire block.

Mr. Clifton reported on due diligence related to Dick's Drive-In. Council President Bernheim, Mayor Cooper and he are meeting with Dick's Drive-In representatives to identify potential locations. He cautioned the competition is fierce.

Mr. Clifton reported most of the paperwork has been completed with regard to forming a Business Improvement District (BID) downtown and DEMA is nearly ready to begin circulating petitions to downtown merchants. He reported the *Edmonds Beacon* is planning an article regarding new tenants moving into vacant spaces downtown. The bank building at 3rd & Main is being demolished and a new bank constructed.

Commissioner Gardea reported Friday, October 1 is Parking Day, an international event. She encouraged Commissioners to visit downtown to view the five parking spaces that will be transformed into park spaces.

10. AUDIENCE COMMENTS – None

11. ADJOURN

With no further business, the meeting was adjourned at 8:10 p.m.